

MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF INFORMATION STUDIES
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FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300

TOPIC:
H.A.S.I.S PRINTING SHOPPE

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INTRODUCTION

Business plan is about organizing. Organizing definition: -

- Certo (1997) – The process of establishing orderly uses for all the organization's resources within the organization system.
- Holt (1993) – The function of gathering resources, allocating resources and structuring tasks to fulfill organizational plans.

It is the step taken to make sure the business can operate. With careful step of planning, structuring the business and implementation the business make work.

This paper work is about a business plan that we made based on the RETECH PRINTING COMPANY. With the information we have we create our company HASIS PRINTING SHOP. It is important to have a business plan before opening a business. HASIS PRINTING SHOP is located in Mid Valley, Petaling Jaya.

This company provide services that customer need in printing. We are one of the companies that are competing in the market today. Our company specializes in production of magazine, brochures, books, invoice, delivery order, name card and others. Other services that we provide are rubber stamp maker, binding, laminate, color copy, photo state and stationeries. To ensure the target market is successful we select a strategic location equal to the request of the customer. We produce other facilities to serve the government sector too. We believed in price, quality and fast delivery makes our company are competitive in a market. We have all facilities, complete machinery, and company vehicles for delivery, professional sales team, expert technical person and friendly Personnel Assistance. Holding full licenses for printing (KDN) and ministry of Finance (KK).

SEV-TCT-BO

OBJECTIVE

Objective is: -

- 2.11 The business plan will show the situation that happened during the beginning of the business and things needed to start a business.
- 2.12 This business plan is important to show how a business really happened in the real world.
- 2.13 To open a business, careful step have to be made to ensure the company will be successful in a future. Each step will lead the way for the business to go on. This careful step would be: -

PLANNING → **ANALYSIS** → **DESIGN**

MAINTENANCE ← **IMPLEMENTATION**

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|------------------|--|
| PLANNING - | Finding the information for the business |
| ANALYSIS - | Evaluation the data of the information |
| DESIGN - | Building the business from the right step |
| IMPLEMENTATION - | Starting the business trying to get profit |
| MAINTENANCE - | Taking the step to repair, to adjust, and to correct the business problem. |

If there are problem occurs during the business the entrepreneur could check the fault and change it. If the step are not suitable than it should be change suitably.